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Advertised American whiskey prices rose 1.37% in a weekly U.S. retail sample

Tracker 12x75 said whiskey posted the largest category gain, but the data did not show stronger demand or recovering sales

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Advertised prices for American whiskey at U.S. retailers rose in a private weekly trade sample, but the increase did not show that sales had recovered or that demand had strengthened.

12x75, a spirits price-tracking website, said in a report published Tuesday, November 17, that its American Whiskey 40 index climbed to $39.57 in the week ending November 15, up from $39.03 on November 8. That was an increase of $0.54, or 1.37%, based on the company’s published calculation.

The report tracks listed prices in U.S. stores rather than completed purchases. It is based on 12x75’s own registry of distilled spirits prices and is not an official measure of the national market. The company said its broader update dated November 17 covers five baskets with 220 products, while the American Whiskey 40 index follows 40 U.S. whiskey labels.

The whiskey basket posted the largest weekly gain among the categories included in the report. Vodka rose to $25.37 from $25.22, an increase of $0.15 or 0.61%. Tequila increased to $53.78 from $53.63, also up $0.15, or 0.28%. Scotch whisky moved to $57.41 from $57.28, a gain of $0.13 or 0.23%. Gin edged up to $35.40 from $35.38, rising $0.02 or 0.06%.

12x75 said the absolute changes shown in dollars were calculated from rounded figures, while the published percentage changes used unrounded values. All of the indexes are expressed in U.S. dollars.

The report pointed to a rebound in shelf prices, especially for whiskey, after earlier promotions. But the data do not measure transaction prices, sales volume or revenue. For that reason, the increase cannot be used to show a recovery in consumer demand, the company said. It also does not represent inflation across all U.S. distilled spirits.

The weekly update did not provide a year-over-year comparison or a consistent year-to-date measure. In a separate breakdown of 278 comparable bottle histories in the report, 240 showed no change in their median price, 32 increased and six declined. That pattern suggested that most listed prices were stable, even as a smaller share of products moved higher.

12x75 said its methodology compares daily price changes at matching retail outlets. Because the sample is built from advertised offers at participating stores, it reflects commercial pricing behavior rather than the broader performance of the spirits market. Even so, the whiskey move stood out in the latest reading because it was stronger than the changes recorded for the other four categories.